

Communications Plan

[title]

[date]

Key Messages

2-3 broad messages (differ from talking points)

Products

- **News release** to national, regional, local and business media
- **Internal-use Q&As**
- **Talking Points** (short sound bites)

Target Audiences

- BLM Washington Office
- Congressionals – District/State Office Staffers
- [State] and local governments
- Interest groups (Visitor & Conference Bureaus, conservation groups, RACs, list as many general categories as you can think of)
- National, regional, and local media (business, environment, agriculture)

Timeline for Roll-out

(All times Mountain Time zone unless otherwise noted)

When	What	Who
	List strategies/tactics here	